

Spokane County
Quit Line Data Summary
January 1 - June 30, 2005

	<u>County</u>	<u>State</u>
Number of Calls to Quit Line	N = 1,350	N = 11,781
Percent of Statewide Calls	14.0%	100.0%
Percent of State Population in County¹	7.1%	100.0%
	County %	State %
Gender	N = 1,332	N = 10,080
Female	58.6%	61.2%
Male	41.4%	38.8%
Race/Ethnicity	N = 1,243	N = 8,813
People of Color	6.4%	9.5%
White	93.6%	90.5%
Age	N = 1,332	N = 9,893
Less than 18 years old	0.8%	1.5%
18 - 24 years old	16.8%	18.1%
25 - 34 years old	25.2%	25.4%
35 - 44 years old	23.3%	22.0%
45 years and older	33.8%	33.0%
Education	N = 1,296	N = 9,282
Did not graduate high school	19.1%	20.8%
High school graduate	34.5%	34.4%
Some college/vocational school	37.8%	34.8%
College graduate	8.6%	10.0%
Caller Type	N = 1,342	N = 10,635
General Information	2.5%	7.2%
Health care provider	0.4%	1.9%
Tobacco user	97.1%	90.9%
Payer Type	N = 1,042	N = 7,421
Insured	36.1%	37.4%
Uninsured	36.1%	33.0%
Medicaid	27.8%	29.6%
Heard About	N = 1,178	N = 8,468
Past caller	13.0%	13.4%
Employer/worksites	0.8%	1.3%
Health care provider	19.8%	23.4%
Television	23.5%	15.9%
Outdoor advertisement (billboard/bus/wall)	2.3%	2.7%
Targeted mailing	0.1%	0.1%
Great Start	0.1%	0.2%
Radio	5.0%	3.9%
Newspaper/Magazine	0.6%	1.7%
Brochure/Newsletter	2.0%	4.3%
Family or friend	29.7%	28.1%
Health Department	1.1%	3.2%
School	2.0%	1.8%

Source: Washington State Department of Health
Tobacco Prevention and Control
Assessment and Evaluation

¹ "Census 2000", August 2001 (OFM)

* Rate not calculated because number of calls was less than 5.